

Exhibit 300: Capital Asset Summary

Part I: Summary Information And Justification (All Capital Assets)

Section A: Overview & Summary Information

Date Investment First Submitted: 2011-09-16
Date of Last Change to Activities: 2011-09-28
Investment Auto Submission Date: 2012-02-28
Date of Last Investment Detail Update: 2012-02-28
Date of Last Exhibit 300A Update: 2012-02-28
Date of Last Revision: 2012-02-28

Agency: 006 - Department of Commerce **Bureau:** 25 - International Trade Administration

Investment Part Code: 01

Investment Category: 00 - Agency Investments

1. Name of this Investment: ITA Export.Gov NextGen (ENG)

2. Unique Investment Identifier (Ull): 006-000656500

Section B: Investment Detail

- Provide a brief summary of the investment, including a brief description of the related benefit to the mission delivery and management support areas, and the primary beneficiary(ies) of the investment. Include an explanation of any dependencies between this investment and other investments.**

The Export.gov NextGen platform will be a collaborative portal for U.S. exporters, allowing delivery of a personalized, valuable experience to each user. The platform will allow for the definition of user segments, which can then be leveraged to deliver relevant content, services, data, leads and events to users. In addition, Export.gov NextGen will allow for the creation of public and private communities with robust collaboration and social media features, as well as an engine to suggest new features, services, and relationships based on user profile data and site actions. It also includes the acquisition for replacing ITA's existing customer relationship management (CRM) system, implementation and migration of data. Finally, the platform will serve as a hub, sharing the data between ITA's new CRM and other trade agency CRM systems. In 2010, the President announced the National Export Initiative (NEI), setting a goal to double U.S. exports by 2015. The ambitious goal set by the President calls for a next generation web platform that serves U.S. exporters' needs as they seek to expand internationally. ITA will need to serve increasingly larger numbers of companies to meet NEI goals; service delivery via a content-rich, robust web portal is a critical piece of the strategy to meet increased demand from clients and to reach out to new firms. In addition, businesses expect to access information and contacts via a self-service web portal; then follow-up for individualized advice and higher level counseling at a later stage in the process. Export.gov NextGen will push all of the relevant information to the customer's portal (myexport.gov) page

so that it is available all in one place instead of having to go to many places on the current site to find that information. Export.gov NextGen will also reduce the burden on the customer in that it will pre-populate the fields on all forms from the customer's profile information saving the customer valuable time. Another significant benefit will be the introduction of web 2.0 features and functionality. Customers will be able to comment and rank every page on the site. Customers will be able to have online chats with knowledgeable staff. Customers will receive alerts about events and other information that is relevant to their needs.

2. How does this investment close in part or in whole any identified performance gap in support of the mission delivery and management support areas? Include an assessment of the program impact if this investment isn't fully funded.

ITA's Export.gov is currently the Federal Government's most comprehensive web site on exporting. It was originally launched in 2001 and has been improved incrementally over the years. However, individual TPCC agencies continue to maintain separate web presences and web-based exporting resources remain uncoordinated and confusing to U.S. businesses. This particularly affects small and medium-sized enterprises (SMEs), who lack staffing, knowledge and resources to navigate cumbersome government bureaucracies. In addition, TPCC agencies utilize different client tracking systems in their interactions with U.S. businesses, partners and other multiplier organizations and various methods are used to track client interactions, leads, and intra-agency referrals. NextGen will streamline and standardize the export client interface and the development of exporter facing content across the TPCC agencies. The platform will integrate customer relationship management (CRM) platforms, data services/feeds and external content sources, and it will allow contributing TPCC agencies to configure features and processes through a single interface. The platform will include defined automated programming interfaces (APIs) for all integration and interface components, to allow for the creation and incorporation of new external data, CRM systems, content and other integrations by different agencies and partners. Export.gov NextGen system owners will be able to configure, test, and enable the new features without developer or system administration interaction. Using this approach, the Export.gov NextGen platform will be capable of allowing rapid growth of integrations, immediate response to new initiatives, entry or exit of participating agencies, and scalability. In addition, ITA, in partnership with the TPCC agencies, will define user profiles for different types of clients, creating a user experience where data, features and services are made available depending on a user's exporting needs. The Export.gov Next Gen portal is a vehicle for the TPCC partner agencies to deliver their commercial intelligence, contacts and advocacy to increased numbers of U.S. firms, particularly SMEs, via a tailored, customer-driven experience. The platform will enable the TPCC to respond to the priorities of the NEI efficiently and with greatest impact for U.S. companies.

3. Provide a list of this investment's accomplishments in the prior year (PY), including projects or useful components/project segments completed, new functionality added, or operational efficiency achieved.

ITA completed in FY 11 an assessment of export.gov (the U.S. Government's export portal) against foreign competitors (U.K., Canada, Australia and Ireland). This assessment identified the areas of improvement that would be required to have a world class export promotion web site. ITA presented this assessment to officials from the White House (Digital Strategy and OSTP) and from OMB (eGov, Performance and Budget). ITA conducted a RFI in FY 11

around the state of Customer Relationship Management systems. ITA has developed a SOW for replacing its current system and this investment will fund that replacement.

4. Provide a list of planned accomplishments for current year (CY) and budget year (BY).

CY - Work with OMB and the interagency task force on scoping out Business.U.S.A.gov. Align NextGen plans with this initiative. BY - Acquire new CRM; design Export.gov NextGen and deliver prototype.

5. Provide the date of the Charter establishing the required Integrated Program Team (IPT) for this investment. An IPT must always include, but is not limited to: a qualified fully-dedicated IT program manager, a contract specialist, an information technology specialist, a security specialist and a business process owner before OMB will approve this program investment budget. IT Program Manager, Business Process Owner and Contract Specialist must be Government Employees.

2012-10-01

Section C: Summary of Funding (Budget Authority for Capital Assets)

1.

Table I.C.1 Summary of Funding

	PY-1 & Prior	PY 2011	CY 2012	BY 2013
Planning Costs:	\$0.0	\$0.0	\$0.0	\$4.0
DME (Excluding Planning) Costs:	\$0.0	\$0.0	\$0.0	\$10.2
DME (Including Planning) Govt. FTEs:	\$0.0	\$0.0	\$0.0	\$1.8
Sub-Total DME (Including Govt. FTE):	0	0	0	\$16.0
O & M Costs:	\$0.0	\$0.0	\$0.0	\$0.0
O & M Govt. FTEs:	\$0.0	\$0.0	\$0.0	\$0.0
Sub-Total O & M Costs (Including Govt. FTE):	0	0	0	0
Total Cost (Including Govt. FTE):	0	0	0	\$16.0
Total Govt. FTE costs:	0	0	0	\$1.8
# of FTE rep by costs:	0	0	0	0
Total change from prior year final President's Budget (\$)		\$0.0	\$0.0	
Total change from prior year final President's Budget (%)		0.00%	0.00%	

2. If the funding levels have changed from the FY 2012 President's Budget request for PY or CY, briefly explain those changes:

Section D: Acquisition/Contract Strategy (All Capital Assets)

Table I.D.1 Contracts and Acquisition Strategy

Contract Type	EVM Required	Contracting Agency ID	Procurement Instrument Identifier (PIID)	Indefinite Delivery Vehicle (IDV) Reference ID	IDV Agency ID	Solicitation ID	Ultimate Contract Value (\$M)	Type	PBSA ?	Effective Date	Actual or Expected End Date
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NONE

2. If earned value is not required or will not be a contract requirement for any of the contracts or task orders above, explain why:

Exhibit 300B: Performance Measurement Report

Section A: General Information

Date of Last Change to Activities: 2011-09-28

Section B: Project Execution Data

Table II.B.1 Projects

Project ID	Project Name	Project Description	Project Start Date	Project Completion Date	Project Lifecycle Cost (\$M)
6565P12001	ITA Export.gov NextGen	The Export.gov NextGen platform will be a collaborative portal for U.S. exporters, allowing delivery of a personalized, valuable experience to each user. The platform will allow for the definition of user segments, which can then be leveraged to deliver relevant content, services, data, leads and events to users.			

Activity Summary

Roll-up of Information Provided in Lowest Level Child Activities

Project ID	Name	Total Cost of Project Activities (\$M)	End Point Schedule Variance (in days)	End Point Schedule Variance (%)	Cost Variance (\$M)	Cost Variance (%)	Total Planned Cost (\$M)	Count of Activities
6565P12001	ITA Export.gov NextGen							

Key Deliverables

Project Name	Activity Name	Description	Planned Completion Date	Projected Completion Date	Actual Completion Date	Duration (in days)	Schedule Variance (in days)	Schedule Variance (%)
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Key Deliverables								
Project Name	Activity Name	Description	Planned Completion Date	Projected Completion Date	Actual Completion Date	Duration (in days)	Schedule Variance (in days)	Schedule Variance (%)

NONE

Section C: Operational Data

Table II.C.1 Performance Metrics								
Metric Description	Unit of Measure	FEA Performance Measurement Category Mapping	Measurement Condition	Baseline	Target for PY	Actual for PY	Target for CY	Reporting Frequency

NONE